

***Learn – Discover – Connect as Community Relations Manager, a NEW Opportunity!***

A beautiful new addition has been completed, under budget, and we finally have spaces for our staff to continue to create new and innovate traditional library services and collections. As the Cultural Center of Hartland, Hartland's Cromaine is expected by its community to offer music and art, as well as all of the science, engineering and technology engagement possible for all ages. **We have a full-time Community Relations Manager position** available to lead an all-new department called for in our new strategic plan. Your responsibilities include **grant-writing and gift development, oversight of the Library's print and online communications**, including advertising, and contributing to and administration of the library's extensive event calendar. **You'll work with a highly collaborative management team and your own staff to produce creative, innovative, and exciting experiences that meet our community's desires and exceed their expectations.**

Cromaine District Library is located near the intersection of M-59 and US-23—easy to get to from Detroit, Lansing, Ann Arbor, and Flint. Hartland's Cromaine (built in 1927, expanded in 1980, and again in 2017). We have a serious commitment to outreach, participating in many events and exhibits beyond our walls as well as finding new ways to be active outside this building in a busy community. **To succeed in this position you must have a passion for this community—a small town kind of place with a long-standing culture of connection and commitment to caring.**

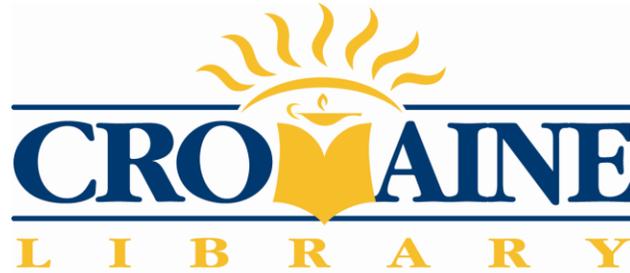
Cromaine wins grants, including several National Endowment for the Arts' The Big Read. Grants for technology in Youth, local business sponsorships for the summer concert series, exhibits from the Smithsonian and to be a pilot for a national grant program—we are a place to connect to culture, music, technology, makers, as well as reading in every format. **Many of the grants support a very full event calendar** (check it out at [WWW.CROMAINE.ORG](http://WWW.CROMAINE.ORG)) which you will be instrumental in creating. We are an OverDrive (TLN's Download Destination) plus Advantage, hoopla, and RB Digital (Zinio) library. We also offer Kanopy and Universal Class services supporting our lifelong learners. We welcome new technologies and ways to improve collections and services, taking seriously every patron request for both popular materials and those more esoteric. **We pay non-MLS managers from \$19.00 to \$20.50 per hour to start;** 40 hours per week with half-hour paid lunch; includes some evenings and weekends with Sundays at time and one-half. MLA membership and national conference attendance (in rotation) paid. Full-time positions at Cromaine have paid vacation, sick, and business time (available after completion of the introductory period), plus holiday pay, paid birthday, and paid bereavement leave. Health insurance (an HSA plan) is provided for the employee and the employee may purchase health insurance for dependents at the library's rates. Dental insurance, optical coverage, life insurance, short- and long-term disability are all provided for the employee. You may purchase several AFLAC plans at the library's rate with a pre-tax deduction. **TIAA-CREF defined contribution retirement is provided at 10% employer contribution and immediately vested with no required employee match.**

Lead a staff committed to public service with a community that loves its library and its library staff even more. Send your application (available at [WWW.CROMAINE.ORG](http://WWW.CROMAINE.ORG)), resume and a cover letter to "Community Relations" at PO Box 308. Or send by email (preferred to be "green") to [brentola@cromaine.org](mailto:brentola@cromaine.org) as soon as possible—**position applications received prior to August 30 preferred; applications accepted until filled.**

3688 N. Hartland Road ♦ P. O. Box 308 ♦ Hartland, Michigan 48353

P: 810.632.5200 ♦ F: 810.632.7351

WWW.CROMAINE.ORG



**CROMAINE DISTRICT LIBRARY**  
**Hartland, Michigan**

**Community Relations Manager**

**REPORTS TO:** Library Director

**SUPERVISES:** Community Relations staff, including Engagement Specialist (40-hours), Graphics/Web Site Assistant (20-hours), Web Site/Program Assistant (20-hours).

**JOB SUMMARY:** Builds connections to the community to identify, plan, and coordinate the development and delivery of innovative, responsive, high-quality programs and outreach activities which are grant- and gift-based and consistent with Cromaine's strategic objectives. Grant-writing and development activities are essential to the enhancement of the Library's event calendar serving all ages. Demonstrates a passion for connecting this community's interests with resources and services that meet and enhance those interests. Supervises the staff of the Community Relations Department, working closely with fellow managers to assure timely, highly accurate, and attractive communications via the Library's web site, social media, and other tools.

*An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.*

**DUTIES AND RESPONSIBILITIES**

***Essential Job Functions***

**Administration, Planning, Budgeting**

Plan, coordinate, implement, and evaluate grant- and gift-based programming for all ages.

Prepare the budget for the Community Relations Department, including local advertising, incentives, and marketing and printing lines.

Assist the Library Director with long term planning and the implementation of strategic plan objectives.

Prepare reports, gather statistics, coordinate collection of library output measures specific to the grant- and gift-based activities.

Carry out the application for, and implementation of, grant- and gift-based projects working with the Community Relations staff, management team, and other departments' staff as appropriate.

Carry out the search for community sponsorships, gifts, and partnerships for fundraising and development in collaboration with the Community Relations staff, management team, and other departments' staff as appropriate.

**Library Events & Public Relations**

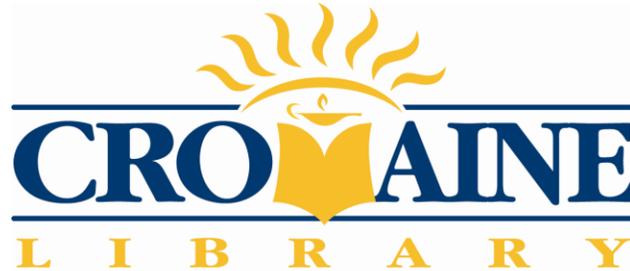
Arrange for, carry out, and evaluate programs, exhibits, displays, and other activities of community interest consistent with awarded grants and gifts.

Oversee preparation of the Library's newsletter, web site, social media and other forms of communication to the community, in collaboration with the Community Relations staff and, as warranted, the management team.

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Assure quality photography and film is available to promote events and engage the community in the Library's activities.

Lead staff in the initiation of community-based events for all audiences in collaboration with the program planning team.

Promote the library through tours and outreach activities.

### **Personnel**

Identify human resources needs in the department for effective service to the community.

Participate in the recruitment, interviewing, and hiring of staff for the department.

Provide orientation, training, and evaluation of department staff.

Supervise staff and schedule the work of the Community Relations department.

### **Other**

Act as back-up for the members of the management team, including the Library Director, as needed.

Participate in professional meetings and continuing education activities.

### **MINIMUM QUALIFICATIONS**

*The requirements listed below are representative of the knowledge, skills, abilities and minimum qualifications necessary to perform the essential functions of the position.*

#### **Education, certification, training, and experience**

Bachelor's degree in English, Marketing, or Communications

Successful experience in grant-writing and/or development.

At least two years successful experience in community collaborations.

At least six months' successful supervisory experience.

Nonprofit, including public library, experience highly desirable.

#### **Skills and Abilities**

Genuine interest in providing superior public service.

Ability to achieve and maintain cooperative and effective relations with members of the general public and with other employees.

Ability to work independently and take initiative.

Ability to use a variety of technologies, including operating systems, integrated library systems, software for communications and graphics, web design, and others.

Ability to use social media in a consistently positive manner.

Excellent oral and written communication skills in English.

#### **Physical abilities**

Physically able to operate a variety of machinery and equipment, including office equipment such as computers, calculators, copiers, fax machines, CD/DVD players, e-readers, tablets, and handhelds.

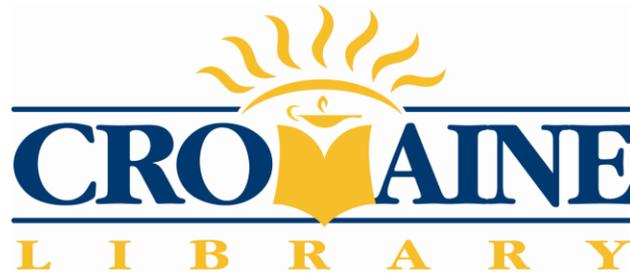
Ability to stand or sit for extended periods of time (four hours) to use computer workstations, including keyboard and visual display terminal.

Strength to push or pull a loaded book cart which can weigh in excess of 100 pounds on level floor and up ramp, to lift or maneuver onto cart loads of up to 50 pounds, and to carry cartons of books of reasonable weight (25 pounds or less).

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Must be able to pay close attention to details and concentrate on work.

Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar or divergent from obvious standards) of data or things.

Time management ability to set priorities in order to meet assignment deadlines.

Sufficient clarity of speech and hearing or other communication capabilities which permit effective communication.

Sufficient vision or other powers of observation to permit employee to read books and patron requests.

Sufficient manual dexterity which permits the employee to type and record library files.

Sufficient personal mobility and physical reflexes which permits the employee to re-shelve library materials and work at public service desks.

### **Other**

Flexibility in scheduling, including the ability to work evenings, Saturdays, and Sundays.

*The qualifications listed above are intended to represent the minimum skill and experience levels associated with performing the duties and responsibilities contained in this job description. The qualifications should not be viewed as an expression of absolute employment or promotional standards but as general guidelines and should be considered along with other job related selection or promotional criteria.*

### **PHYSICAL DEMANDS AND WORK ENVIRONMENT**

While performing the duties of this job, the employee is regularly required to talk or hear, and occasionally required to travel to other locations. The employee is frequently required to sit, stand, walk, reach with hands and arms, use hands to finger, handle, or feel, and stoop, kneel, or crouch. The employee regularly must lift and/or move moderately heavy objects. Specific vision requirements of the job include near vision, distance vision, color vision, and peripheral vision.

*The physical demands and work environment characteristics described above are representative of those an employee encounters while performing the essential function of the job.*

Adopted 7/2018.